

kaleidoscope

may '74

THE LETTER PEOPLE



3:45p.m. tuesdays, 9 a.m. saturdays



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on the cover

Mr. F, Miss A and Mr. N form the word FAN in a segment from *The Letter People*, a new series on beginning reading currently under production at Channel 9. They are just a few of the 26 alphabet puppets used in the series, which is based on the Alpha One reading program developed by New Dimensions in Education. Designed for both in-school and after-school use, *The Letter People* is being tested in St. Louis and other cities across the country. Children may sample the series Tuesdays at 3:45 p.m. and Saturdays at 9 a.m.

KALEIDOSCOPE

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Kaleidoscope is published monthly by KETC-TV, Channel 9, the noncommercial television station licensed to the St. Louis Educational Television Commission. Kaleidoscope is distributed as a free service to members of Channel 9, providing program listings and information related to noncommercial television programming. Annual tax-deductible memberships begin at \$15 (personal) and \$25 (family). Membership contributions or requests for information may be sent to KETC-TV, 6996 Millbrook, St. Louis, Missouri 63130.

overview

The St. Louis area soon will be observing the 20th anniversary of a miracle at Big Bend and Millbrook.

In 1954 when the late Arthur B. Baer gave KETC-TV a home, the first building to be constructed in the United States as a non-commercial television station, many observers told him that it would be a miracle if the station survived its first year. The observers didn't deter Mr. Baer in his enthusiasm for the force the station could be in the educational and cultural life of its communities, and he spread his enthusiasm to hundreds of others. By 1965, the number of enthusiastic supporters had grown to 211 citizens who provided necessary encouragement and financial sustenance.

In 1974, KETC-TV has more than 14,000 members helping to provide the late Mr. Baer's contagious enthusiasm and financial support.

And although Mr. Baer died in 1969, his enthusiasm still is around with all the contagion that made it unique and his financial support of Channel 9 is continuing, too, in perpetuity, through the Arthur B. Baer Memorial Endowment Fund which was established by the Board of Trustees through resources provided by friends and by a bequest which Mr. Baer planned in advance.

Continuing excellence in programming and community service can be assured by all members of the station with the foresight to include Channel 9 in some manner when making their wills. Gifts made during a donor's lifetime, to take effect at any future time, help assure the continued successful operation of KETC-TV many years into the future. Such an opportunity to improve and enrich lives of vast numbers of adults and children of future generations may be provided by bequests, large or small, to the Saint Louis Educational Television Commission.

Be sure that you remember Channel 9 even after you go, because Channel 9 will be around long after we all have gone. We all should share in the late Mr. Baer's example just as we share in his enthusiasm for KETC-TV and its future.

Robert C. Glazier

ROBERT C. GLAZIER
Executive Director

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— AS WE GO TO PRESS — (late schedule change)

Monday May 20th, 8 p.m. PULSE
Host: Michael Witunski, Chairman,
St. Louis Council on World Affairs
Guest: W. J. A. Wilberforce, Consul,
British Embassy, Washington, D. C.
Discussion: The military and economic
factors affecting the defense of the
Atlantic community of nations.

feedback...

"THE KILLERS"

Just had to write and thank you for the most educational and much needed program I have ever seen on television titled, **The Killers — Cancer**. I have dedicated my life to fighting cancer and have been a volunteer for the American Cancer Society for the past seven years. I have given out literature door to door during Crusade, shown films to church, club, and school groups but always felt so inadequate in trying to reach people with the importance of health check-ups. You have reached a tremendous audience with a presentation so vivid and enlightening that I feel *no one* could miss the urgency needed in observing the seven warning signals of cancer.

A million thanks from my husband and myself for helping so many people we could never reach. A picture is worth a thousand words and education is the only weapon we have right now to fight with. Bristol Meyers is to be commended for sponsoring this outstanding program.

Enclosed find check for membership to your club. We will be looking forward to other programs. We have finally discovered TV isn't really an idiot box — it depends on the channel you watch.

Mrs. Julius A. Vietmeier
Pres. Lincoln County Unit, A.C.S.

TWO VIEWS OF "MASS"

Thank you for broadcasting your excellent presentation of Leonard Bernstein's **Mass**. It makes me proud to be a member of Public Television, where a lengthy contemporary work of art can be shown without commercial interruption.

Continue similar kinds of entertainment.

Fred Kramer
St. Charles, Mo.

Leonard Bernstein's **Mass** was a superb technical production, and accomplished what Channel 9 and Anthonys intended: to portray the antithesis of the Catholic Mass and what the Catholic Faith is. And the **Insight** program given by the Paulist Fathers, which followed, did not broadcast what the Catholic Faith is either. Thus the February 27th Channel 9 presentation calls for a counterpoint equal time for truth that is consistent with the Fairness Doctrine of the Federal Communications Commission.

Therefore to counteract the false, irreligious, anti-Catholic Leonard Bernstein **Mass**, I am requesting equal time (two hours) for Monsignor Molloy, who may be contacted through the Cardinal Mindszenty Foundation (991-2939), to offer the Catholic Mass and to explain what the Catholic Faith is. This proposal of equal time is highly essential throughout the Mid-West, Channel 9's listening area, to correct false information believed by other denominations as well as for poorly instructed Catholics, who may condone or remain mute about Bernstein's satanic, blasphemous **Mass**.

Another reason Channel 9 should give equal time in all fairness is because public television is supported substantially by the tax dollars of thousands of people who hold antithetical views of Bernstein's spectacular rendition which is comparable to the Israelite's frenzied dancing, worshipping the golden calf in the *Ten Commandments* film.

Helen L. Callentine
Waynesville, Mo.

FRUITFUL TAKEOFF

I would like to commend you for showing the highly controversial **The Unquiet Death of Julius and Ethel Rosenberg**. Being old enough to have some vivid memories of those days, I was pleased at the fairness and accuracy of the documentary.

I would greatly urge you to have a repeat run of this program since I think it has enduring historical merit and it is something that I would want my children to view. I would think that many adults, among them parents and educators, would use the documentary to impart a sense of history that events of the not too distant past, and would be a most fruitful takeoff point for discussion ranging from "national security," anti-Semitism, capital punishment, McCarthyism and the position of orphaned children.

Moisy Shopper, M.D.
St. Louis, Mo.

GOOD REVIEWS

Ok, ok — so you've made me feel bad — guilty — stingy — reprehensible — and derelict in my duty to my community.

Sure, it's all right to say my *intent* was to renew — to mention the *tons* of KETC paper accumulating in my desk awaiting that superpayday when this luxurious fifteen dollars would not be missed.

Never mind the fact that, of all my friends who RAVE about your dramatic presentations which they see, crystal-clear on on their TV sets, I am the *only one* who sees things moving in a gray blur on Channel 9 — unidentifiable things!

But don't worry about *me*. I'll get along on other people's next-morning-reviews. I'll assume their critical powers are second only to mine, which, unfortunately, are unemployable regarding KETC's programs.

Here's my check. Reinstate our relationship. I really do love you. May we nevermore part.

Anne Johnson
St. Louis, Mo.

P.S. I'm really sorry I took so long! *Loved* your last mailing.

DEADEND FOR "SESAME STREET"?

It seems as if one of the ironies of life may soon effect my four year old — that is, we can send foreign aid across the seas, men to the moon and beyond but we can't maintain the cost of two valuable educational programs. My son has been a constant viewer of Sesame Street and the Electric Company for the past two years; needless to say it would be one avenue of learning he would greatly miss.

Having just moved to Missouri I was apprehensive as to what kind of viewing we would have on the local educational station. In the past four months I have viewed not only my sons programs, but I have found several that I enjoy — **Umbrella** and the **Yoga** program to list only two programs.

Please accept my check for family membership and receive this letter as support for the continuance of **Sesame Street** and **The Electric Company**. If a fund is ever set up for the support of these programs I would also like to contribute a little more in the future.

I might add at this time that Fred Rogers has contributed a great deal to my son's education and he has made me aware of a child's mind and thirst for knowledge, — if *that* program is ever in danger then I'd probably picket the Sears Foundation.

Some programs advertise booklets free with new memberships; if available I'd appreciate the booklet for the **Umbrella** program. Also I would appreciate a list of booklets for purchase that go with the programs you offer.

Mrs. Metha Sizemore
St. Louis, Mo.

Editor's Note: Sesame Street and The Electric Company are currently having funding problems. See Inside Line on page 6.

THE LETTER PEOPLE



LETTERS THAT COME ALIVE

For more than a year, KETC-TV has been producing pilots for a new television series designed to teach basic reading skills to children between the ages of five and seven. The series, titled **The Letter People**, has been tested extensively in St. Louis and in cities across the country, and the response has been gratifying. **The Letter People** is based on the Alpha One reading program, in which each letter person (there are 26) has an alliterative description of an easily recognizable characteristic — for example, Mr. M has a Munching Mouth, Mr. F has Funny Feet. As the series progresses, the Letter People learn to put their sounds together to form words, which give children successful reading experience in the encoding and decoding of words. The series uses musical comedy, puppetry, animation, rhyming, fantasy, games and advanced television techniques to catch and hold attention.

The Letter People should fulfill a very definite need in this country. Reading remains the single most important educational skill taught in classrooms today, for reading is fundamental for the student's future academic progress and is essential to life in the modern world. And yet, one out of every four students in the U.S. has significant reading deficiencies, and, in large city school systems, up to half of the students read below expectation.

Television can have a great impact on the reading skills of today's and tomorrow's children. **Sesame Street** and **The Electric Company** have

proven this beyond a doubt. Yet neither of these fine series were designed to meet the objectives of **The Letter People**. . .to give beginning reading instruction for all primary students.

The Letter People concept was developed by New Dimensions in Education, in New York, and is a complete reading curriculum intended for first graders but may be extended for use in kindergarten through third grade. The theory behind Alpha One is that children's reading vocabulary can be rapidly increased by teaching them to phonetically decode words. The emphasis is placed on enabling students to have successful, enjoyable reading experiences and to encourage interest through active participation. With this in mind, the characters that populate letter people land were originated.

The basic concepts of the Alpha program were developed over a period of seven years. It emerged as a multimedia, multi-sensory reading package used in more than 30,000 classrooms across the country — including St. Louis.

Ten pilots have been completed for the series, and KETC-TV is working now to find long-range funding to underwrite production costs of 120 programs to complete the series. Preliminary testing in St. Louis and in the major cities has brought in enthusiastic response from students, teachers and principals, and an all-out effort is being made to bring this valuable reading concept to schools across the country.

inside line



Barbara McDonnell

MEET THE STAFF — BARBARA MCDONNELL

Instrumental in creating the videocassette guide and distributing the cassettes to schools is Barbara McDonnell, Channel 9's new Program Distribution Coordinator.

Barb attended Nerinx High School in Webster Groves and graduated from Webster College with a degree in art. While at school, she served as a publications assistant to the director of the Loretto Hilton Gallery. After graduating, she worked at Gardner Advertising and later at the Craft Alliance Gallery in University City.

Barb joined Channel 9 as a development representative and just recently became Program Distribution Coordinator. Besides being responsible for the distribution of cassettes, she also develops mailing pieces promoting Channel 9's programming and supervises the rental of programs by other public television stations.

In her spare time, she is a photographer and shows Arabian horses. She is married and lives in Glendale.

VIDEOCASSETTES AVAILABLE FROM KETC

The instructional television resources of KETC-TV will be available to schools throughout Missouri and Illinois through the use of videocassettes now available for purchase from Channel 9. Effective May 1, schools and other organizations will have available to them a wide range of educational programming on 16mm film, 1/2-inch videotape and 3/4-inch videocassette. This will benefit all schools, not only those outside of KETC-TV's coverage area, but also schools who want the freedom to schedule instructional programming at any time to fulfill curriculum needs.

Channel 9 is currently the only educational "software" (programming) producer in Missouri and all of Channel 9's series, including "Life World 2000," "Lex Singularis," "Patchwork," and "The Letter People" are being offered on cassettes. Schools participating in the School Services program will be given a 25% discount. Channel 9 has compiled a complete list of the programming available on cassettes and videotape. For a free copy, write to: Barbara McDonnell, Program Distribution Coordinator.

PBS PREVIEWS "THE LETTER PEOPLE"

"The Letter People," featured on page 4, has been sent down the Public Broadcasting Service interconnection line to stations across the country. Stations have been given videotaping privileges so that the series may be tested in major cities.

NEW TOP FOR A & E DRIVE AT KETC-TV

Thanks to the outstanding leadership of Barbara Whitner, Channel 9's staff campaign for Arts and Educational Council Fund gifts reached a new high this year at over \$250.



"SESAME STREET'S" FATE

A great deal of concern has been voiced regarding the recent funding crisis of the Children's Television Workshop (CTW), producers of "Sesame Street" and "The Electric Company." The fact is, a number of agencies that have supported the productions of CTW for many years have begun to redirect their funds to other areas. Because of this, CTW has asked the stations to help pay for future productions of the series, so that "Sesame Street" and "The Electric Company" will continue to produce new programs. Because of the high budgets of these series, and subsequently, the large amount of money each station must put up, KETC-TV would appreciate any additional support that could be raised for these fine children's programs.

may programs

sunday

© Telecourse materials available

3:15 COLOR JARS, CITY KITES AND CLIP HANGERS

Steve Caney demonstrates inexpensive home toymaking.

May 5 Games

May 12 Design Toys

3:30 EARTHKEEPING

This ten-part series examines today's ecological crises and possible solutions.

May 5 Sodbusters

May 12 Megapolis

May 19 City Life

May 26 Help Yourself

4:00 THE JUST GENERATION

The comedy team Ace Trucking Company with host Howard Miller provides insights into the attitude of today's legal system.

May 5 **The Youthful Offenders.** Five young people report their first-hand experiences with the American system of criminal justice.

May 12 **The Portable Phonograph.** This futuristic tale of life after war centers on the survivors' struggle to bring order out of chaos, when art and law, two essential components of civilization, have both been obliterated by the last war.

4:00 HODGEPODGE LODGE Debut ©

A child's natural interest in animals and the world around him is used as an avenue toward learning about social responsibilities.

May 19 Exploring a Log

May 26 Corn

4:30 FILM APPRECIATION Debut ©

This new series explores film as an art form and the importance it has in helping us communicate our emotions. Local telecasts are underwritten by *Bunker Hill Gazette-News*.

May 5 **Elements of Film.** Contributions of individual artists and technicians in the creation of a motion picture are examined.

May 12 **The Language of Film.** A film speaks to the audience even when the sound track is silent.

May 19 **The Nature of the Film Medium.** Films which adapt a play or book must tell that story in their own distinctive way.

May 26 **Film As an Art.** Every true artistic film helps the audience share a valid human experience.

5:00 LEGACY

The forces that have shaped and developed western civilization are studied in this series.

May 5 **Paracelsus.** This legendary physician's unorthodox opinions helped ignite the Renaissance.

May 12 **The Sun King.** The life and works of this fabulous Louis XIV are studied.

May 19 **The Crystal Year.** Victorianism and Marxism clash in England in 1851.

May 26 **Verdun.** The longest, bloodiest battle in a war of misused power is examined.

5:30 WHO DEALT?

St. Louisan Ruth Garvey teaches beginning bridge.

sunday

6:00 ZOOM

Kids from around the Boston area get together each week for a half-hour of jokes, games, puzzles and songs sent in by kids from across the country.

6:30 NOVA

"You don't have to have a scientific background to watch and enjoy *Nova*," says producer Michael Ambrosino. "Just a sense of curiosity and wonder about how the world works."

May 5 *The First Signs of Washoe.*

Washoe is an amazing chimp who communicates with a vocabulary of more than 150 words.

May 12 *The Case of the Midwife Toad.*

A re-examination of the controversy surrounding Austrian biologist Paul Krammer, who tried to refute Darwin.

May 19 *Fusion — The Energy of Progress.*

All the electricity the world needs could come from sea water, if fusion reactors can be made to work.

May 26 *The Mystery of the Anasazi.*

The disappearance of the Anasazi Indians who lived in Southwest America until 1300 A.D. is examined.



Washoe the chimp



New Guinea native

7:30 AND THEN CAME DAWN

Debut

This special three-part documentary studies the missionary work of twenty dedicated Capuchin priests and brothers among the Stone-age tribes of New Guinea, in an area which did not even become accessible to outsiders until 1950.

May 5 *Broken Arrows.* The missionary work begins in the southern highlands of Papua, New Guinea.

May 12 *Go In Peace.* The current activities of the Mendi mission are examined.

May 19 *Tambu.* This film examines the struggle to raise the status of women in primitive New Guinea.

7:30 WHO'S AFRAID OF OPERA?

Debut

May 26 *Faust.* Joan Sutherland stars as Marguerite in this mini-opera. The story line is carried in English by a trio of engaging puppets, while the cast sings opera highlights in the original language. Accompaniment is by the London Symphony, conducted by Ms. Sutherland's husband, Richard Bonyng.

sunday

8:00 MASTERPIECE THEATRE: UPSTAIRS, DOWNSTAIRS

May 5 *Episode Five: A Pair of Exiles.*

The Bellamys discover that their son is heavily in debt and has been gambling and drinking too much. They are also shocked to find out that Sarah, their former underhouse parlor maid is three months pregnant by James. Their solicitor attempts to resolve this delicate social situation.

May 12 *Episode Six: Whom God Hath Joined.*

Elizabeth arrives to spend Christmas at home and announces that she wants a divorce from Laurence because of Laurence's impotence. An examination of Elizabeth indicates that she is two months pregnant. The Bellamys ask Elizabeth some embarrassing questions.

May 19 *Episode Seven: Guest of Honor.*

King Edward VII attends a dinner party at the Bellamy's home. While the King is at dinner upstairs Sarah arrives at the kitchen door and announces that she is in labor. Lady Marjorie must entertain the King while aware that her grandson is being born in the upstairs attic.

May 26 *Episode Eight: Out of Every-*

where. Elizabeth gives birth to her unwanted illegitimate child in a London nursing home.

9:00 FIRING LINE

Local telecasts are underwritten by the *St. Louis Globe Democrat*.

10:00 LOVE TENNIS

May 5 *Singles Strategy*

May 12 *Doubles Strategy*

May 19 *Jargon, Scoring and Answers*

May 26 *Interviews*

10:30 WALL STREET WEEK

11:00 WOMAN

May 5 *Teenagers Today*

May 12 *Our Bodies, Ourselves.* Two authors of the controversial women's health care handbook are interviewed.

May 19 *The Woman Alone.* The emphasis on couples in our society are criticized by Patricia O'Brien, author of *The Woman Alone*, Gail North, freelance writer, and Harriet LaBarre, author of *A Life of Your Own*.

May 26 *Men's Liberation.* Warren Farrel, author of *Beyond Masculinity*, examines this growing men's movement.

11:00 ST. LOUIS SINGS

May 5 *Kinloch Choir*

May 12 *Parkway Central Choir*

May 19 *Berkeley Girls' Choir*

May 26 *Wellston Choir*

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monday

3:30 LOVE TENNIS

Pros Lew Gerrard and Don Candy give tips to beginners.

May 6 Singles Strategy

May 13 Doubles Strategy

May 20 Jargon, Scoring, and Answers

May 27 Interviews

4:00 MISTER ROGERS' NEIGHBORHOOD

Local telecasts are underwritten by Stix, Baer and Fuller.

4:30 THE ELECTRIC COMPANY

Local telecasts are underwritten by the Jefferson County Press-Times.

5:00 SESAME STREET

Local telecasts are underwritten by the St. Charles Journal.

6:00 GRAND MASTER CHESS

May 6 Yugoslav II

May 13 Varia II

May 20 U.S. Champions I

May 27 U.S. Champions II

6:30 LIVING BETTER

May 6 Toys and Games for Five Years and Older

May 13 Day Care Centers

May 20 Footstools

May 27 Making a Table

6:45 PATCHWORK

Laura Weber gives a guided tour of the history of American folk music.

May 6 Sea Chanties and Lumber Shanties I

May 13 Sea Chanties and Lumber Shanties II

May 20 Mining Songs I

May 27 Mining Songs II

The Monsanto Equation

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Yet, with all our worldwide growth, there is a part of the Monsanto equation we have never forgotten. It is the fact that it all started here in St. Louis. We're Monsanto of St. Louis... and will always be so.

Monsanto

growing from roots in St. Louis.

monday



The Lark Ascending.

7:00 SPECIAL OF THE WEEK

May 6 **Alvin Ailey: Memories and Visions.** The Alvin Ailey City Center Dance Theater featuring principal dancer Judith Jameson will perform excerpts from Ailey's major works. The local telecast is underwritten by St. Louis American.

May 13 **To Be Announced**

May 20 **The Place For No Story.** After a brief introduction, no narration interrupts this aerial view of California, from Mt. Shasta to Los Angeles. The camera captures the man-made wounds and scars of the state as well as its natural beauty.

May 27 **Americans and Their Cars.** A documentary examination of the role of the automobile in American society that traces the use of the car from its primary role in transportation through its new roles as a status symbol. The local telecast is underwritten by Anthony's Restaurant.

8:00 PULSE

May 6 Michael Witunski, chairman of the St. Louis Council on World Affairs, interviews C. Burke Elbrick, ex-U.S. Ambassador to Brazil, and and Ambassador Lewis Hoffacker, Assistant to the Secretary of State.

8:00 BRAIDS AND BUGLES

May 20 Dozens of high school bands parade in a colorful annual pageant.

8:00 WHO BUILT THIS PLACE?

May 27 This award-winning comedy film probes the politics of landmark architecture.

8:30 BOOK BEAT

May 6 *Collected Poems 1930-1973* and *Mrs. Stevens Hears the Mermaids Singing* by May Sarton.

May 13 *Encyclopedia Britannica*, with editor Clifton Fadiman.

May 20 **To Be Announced**

May 27 *Lincoln Seffens* by Justin Kaplan



The spires of the Golden Gate Bridge

monday

9:00 THE EYES HAVE IT Debut ©

Jeanette Appel explains techniques for reading with more speed and comprehension.

May 6 Preview

May 13 Overview

May 20 Introduction

May 27 Common Problems

9:15 AMERICAN METROPOLIS

May 6 Los Angeles

9:15 COMPASS Debut ©

A different foreign country is explored each week.

May 13 Europe

May 20 London

May 27 Wales

9:30 WHEN THE CHURCH WAS YOUNG

Dr. Edward Bauman attempts to project the Bible in a meaningful and relevant way to the 20th century layman.

10:30 GUTEN TAG, WIE GEHT'S

10:45 OUR LAND

This series examines a different state of the union each week.

May 6 Maine

May 13 Massachusetts

May 20 Rhode Island

May 27 New Jersey

11:00 ST. LOUIS SINGS

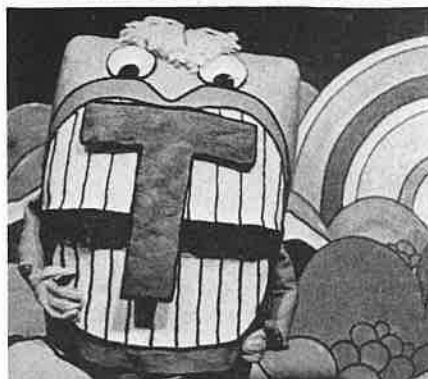
May 6 Affton Choir

May 13 Hazelwood Concert Choir

May 20 Kinloch Senior High Choir

May 27 McCluer North Choir

tuesday



Meet Mr. T

3:30 GUTEN TAG, WIE GEHT'S

Advanced German is taught in this weekly series.

3:45 THE LETTER PEOPLE Debut

Beginning reading is taught by lively puppets in this KETC-TV pilot series, which is based on the Alpha One reading program and is being tested in cities across the country.

May 7 Meet Mr. M

May 14 Meet Mr. T

May 21 Meet Mr. F

May 28 Meet Mr. H

4:00 MISTER ROGERS' NEIGHBORHOOD

4:30 THE ELECTRIC COMPANY

Local telecasts are underwritten by the *Daily Francois County Journal*.

5:00 SESAME STREET

Local telecasts are underwritten by the *O'Fallon-St. Peters Times*.

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tuesday

6:00 FORTRAN FOR MORONS, GENIUSES AND HOBBITS

Sarwar Kashmeri hosts this series introducing the FORTRAN computer language.

May 7 'Go To' Can Make A Circle
That 'If' Can Break

May 14 There are Holes in the Card,
Dear Lisa, Dear Lisa

May 21 Stop But Not End

6:30 DIG IT

7:00 BILL MOYERS' JOURNAL

Editor-in-chief Bill Moyers leads formal discussions with major figures in the arts, sciences and government who have influenced national and world affairs.

7:30 INFLATION GARDENING

Debut ©

Tom Landzaat, from the Missouri Botanical Gardens, gives vegetable gardening tips to St. Louisans. Local telecasts are underwritten by Beckmann Brothers, Inc.

8:00 BLACK JOURNAL

Major figures in politics, science and the arts join executive producer Tony Brown in examining the tides of black consciousness, and in describing both the problems faced by black Americans, and their possible solutions. Local telecasts are underwritten by the *St. Louis Argus*.

May 7 Communications for Freedom
Week

May 14 Black Leaders '74

May 20 I See the Future

May 27 The Original Brother.

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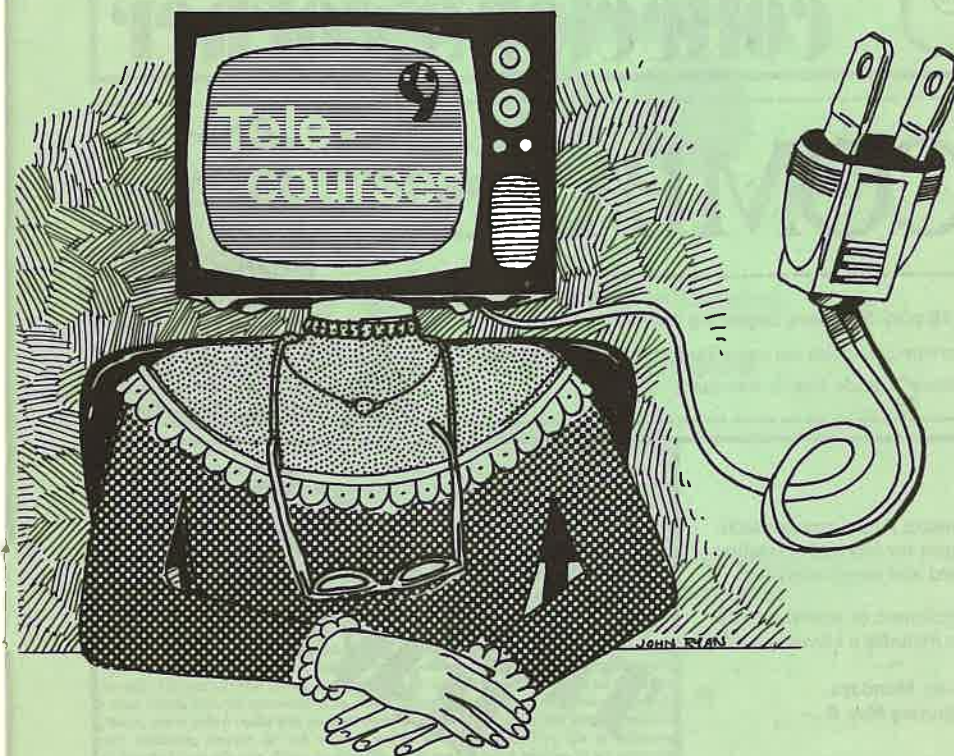


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A Gilbert Robinson Restaurant

telecourses

Your enjoyment of a television program shouldn't end once the set is switched off. It is with this philosophy that Channel 9 has selected enrollment materials to accompany our adult telecourses, so that learning can continue beyond the limits of the televised lesson. These materials, which include viewer's guides, paperback books, hardback books and record albums, are available to all Channel 9 members. To enroll in a telecourse, simply fill in the coupon and send it to Channel 9 with your payment. If you are not yet a member, enclose a \$25 family membership or \$15 personal membership with your order.

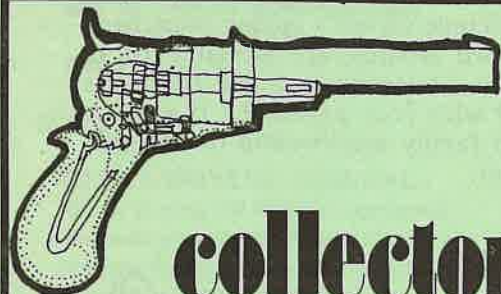


And Then Came Dawn

7:30 p.m. Sundays, beginning May 5

Viewer's guide free to members

This three-part series examines the Capuchin mission in New Guinea



9:30 p.m. Thursdays, beginning May 16

Enrollment to members: \$10

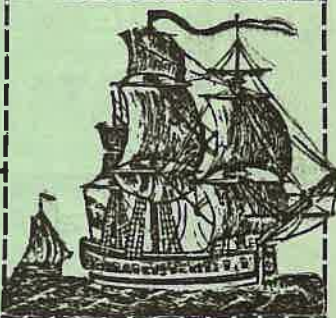
Fee includes a hardback book

The Collecting of Guns

Joseph Macewicz, associate editor of *Gun Week* magazine, hosts a six-part series on gun collecting

collector's corner

COMPASS



9:15 p.m. Mondays, beginning May 13

Foreign countries are examined in this thirty-part series.

Viewer's guide free to members

Jeanette Appel teaches techniques for increasing reading speed and comprehension

Enrollment to members: \$5
Fee includes a viewer's guide

9 p.m. Mondays,
beginning May 6

dodecendesse videantur. Inviat igitur vera ratio bense anox ad iustitiam, aequitate
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- invitations to special events
- telecourse materials
- the satisfaction of providing viewer-supported, noncommercial television for your community

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- invitations to special events at the Channel 9 studios

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get together with channel 9

FILM APPRECIATION

4:30 p.m. Sundays, beginning May 5 Viewer's guide free to members
Filmmaking techniques are examined in this four-part series



THE FRENCH CHEF

Julia Child creates French recipes weekly
6:30 p.m. Wednesdays

Enrollment to members: \$3
Fee includes a paperback book *French Chef Cookbook*

hodgepodge lodge

6 p.m. Fridays, beginning May 24

Enrollment to members: \$1
Fee includes a viewer's guide

Jean Worthley teaches children the wonder of nature

A different state is examined each week

10:45 p.m. Mondays, beginning May 6

Viewer's guide free to members



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Enrollment Form

Channel 9 members who wish to enroll in current telecourses should indicate their choices below. Alternate viewing times and instructional materials included in the enrollment fee are listed.

- ☐ **COURSE OF OUR TIMES** Wed. 10:30 p.m. and Thurs. 6 p.m. Abram Sachar's book *The Course of Our Times* and two viewer's guides \$12
- ☐ **DESIGNING WOMEN** Fri. 10:30 p.m. Hardback book *Creative Clothing Construction* \$4
- ☐ **EARTHKEEPING** Sun. 3:30 p.m. and Wed. 9 p.m. Viewer's kit \$1
- ☐ **ELECTRIC COMPANY** Weekdays 4:30 p.m. Gamebook \$1
- ☐ **ELLIOT NORTON REVIEWS** Wed. 7 p.m. Viewer's guide \$.50
- ☐ **ERICA** Fri. 9 p.m. Hardback copy of Erica Wilson's *Embroidery* \$14
- ☐ **GRAND MASTER CHESS** Mon. 6 p.m. and Fri. 8 p.m. Koltanowski's *TV Chess* \$2
- ☐ **GUTEN TAG, WIE GEHT'S** Mon. 10:30 p.m. and Tues. 3:30 p.m. Study material \$20
- ☐ **INSIGHT** Wed. 9:30 p.m. Viewer's guide \$.50
- ☐ **JOYCE CHEN COOKS** Fri. 7:30 p.m. Hardback book *The Joyce Chen Cookbook* and a recipe set \$10
- ☐ **LILIAS, YOGA AND YOU** Tues. 10 p.m. and Thurs. 10 p.m. Illustrated exercise guide \$3
- ☐ **LIVING BETTER** Mon. 6:30 p.m. and Wed. 3:30 p.m. Viewer's manual \$3
- ☐ **LOVE TENNIS** Sun. 10 p.m. and Mon. 3:30 p.m. *Tennis* by Pancho Gonzales \$2
- ☐ **MAGGIE AND THE BEAUTIFUL MACHINE** Wed. 6 p.m. and 10 p.m. Exercise guide \$1
- ☐ **MAKING THINGS GROW** Thurs. 3:30 p.m. and 10:30 p.m. Thalassa Cruso's *To Everything There is a Season* and a viewer's guide \$7
- ☐ **MISTER ROGERS' NEIGHBORHOOD** Weekdays 4 p.m. Songbook and record album \$5
- ☐ **SELF DEFENSE FOR WOMEN** Tues. 9 p.m. *Self Defense for Women* by Jerry Offstein \$2
- ☐ **SESAME STREET** Daily 5 p.m. Sesame Street album, coloring book, and parent's guide \$5
- ☐ **SEWING SKILLS: TAILORING** Tues. 10:30 p.m. and Fri. 3:30 p.m. Viewer's guide \$3
- ☐ **THEONIE** Fri. 9:15 p.m. Recipe set \$1
- ☐ **UMBRELLA** Wed. 3:45 p.m. Viewer's guide free
- ☐ **WALL STREET WEEK** Fri. 6:30 p.m. Hardback book *How to Make Money on Wall Street* \$7
- ☐ **WHEN THE CHURCH WAS YOUNG** Mon. 9:30 p.m. Viewer's guide \$3.50
- ☐ **WOMAN** Sun. 10:30 p.m. Paperback book *Woman, Society and Change* \$2
- ☐ **ZOOM** Sun. 6 p.m. Gamebook \$3

Coupon Selections _____

\$50 Mailing Fee
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Tear off and mail to: Channel 9, 6996 Millbrook, St. Louis, Missouri 63130.

These coupon offers expire May 31, 1974

tuesday



Jerry Offstein

9:00 SELF DEFENSE FOR WOMEN

Black belt karate expert Jerry Offstein demonstrates elementary karate and judo techniques for self defense.

- May 7 The Quick Response
- May 14 The Second Review
- May 21 Protecting the Body
- May 28 Active Defenses

9:30 SHOW ME '74

This public affairs series informs Missouri viewers about the functions of Missouri state government. During the live call-in programs, viewers may question guests by calling 725-2460.

- May 7 Welfare Services
- May 14 Consumer Services
- May 21 Viewer Call-In
- May 28 Agricultural and Natural Resources

10:00 LILIAS, YOGA AND YOU

Lilias Folan teaches Hatha yoga.

- May 7 Beginners Are Welcome
- May 14 Dolphin
- May 21 Letters
- May 28 Sit-ups

10:30 SEWING SKILLS: TAILORING

Ruth Hickman teaches basic tailoring.

- May 7 Attaching Underlinings and Stay Stitching
- May 14 Buttonhole Preparation
- May 21 Making Bound Buttonholes
- May 28 Darts and Curved Seams

11:00 ST. LOUIS SINGS

- May 7 Lindbergh High Acapella Choir
- May 14 Brentwood Concert Choir
- May 21 Paul Watkins
- May 28 Hazelwood Concert Choir

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wednesday



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3:30 LIVING BETTER

- May 1 Toys and Games for Preschoolers
- May 8 Toys and Games for Five Years and Older
- May 15 Day Care Centers
- May 22 Footstools
- May 29 Making a Table

3:45 UMBRELLA

Ruth Garvey gives hints on how to handle the "What-to-do-while-watching-television" syndrome in this KETC-TV production.

- May 1 Afgan, Caftan and Friends
- May 8 How to Cheat at Bridge
- May 15 Let's Think Fat
- May 22 Guess What?
- May 29 Little People Clothes

4:00 MISTER ROGERS' NEIGHBORHOOD

4:30 THE ELECTRIC COMPANY

Local telecasts are underwritten by the *Granite City Press-Record*.

5:00 SESAME STREET

Local telecasts are underwritten by the *Community Press Newspapers*.

wednesday

6:00 MAGGIE AND THE BEAUTIFUL MACHINE

Maggie Lettvin leads exercise classes.

- May 1 The Abdominals
- May 8 Hips and the Bottom
- May 15 Chin and Neck
- May 22 The Chest
- May 29 The Inner Thighs

6:30 THE FRENCH CHEF

- May 1 Napoleon's Chicken
- May 8 Le Cocktail
- May 15 VIP Veal
- May 22 The Omlette Show
- May 29 Gateau in a Cage



Faye Dunaway

7:30 THEATER IN AMERICA

- May 1 To Be Announced
- May 8 The Widowing of Mrs. Holroyd. Joyce Ebert, Geraldine Fitzgerald, Rex Robbins and Frank Converse recreate their original stage roles in the Long Wharf Theatre production of D.H. Lawrence's play about a coal miner's broken family — Mrs. Holroyd's hatred of her crude husband and the escape she seeks in a younger, more sensitive miner.
- May 15 Hogan's Goat. William Alfred's prize-winning off-Broadway drama features Faye Dunaway, Robert Foxworth and George Rose in the story of a man's destructive drive for political power among the Irish in turn-of-the-century Brooklyn.
- May 22 Monkey, Monkey, Bottle of Beer, How Many Monkeys Have We Here? From Cincinnati's Playhouse in Eden Park, this play by actress, songwriter, lyricist and playwright Marsha Sheiness is a psychological drama about an unusual medical experiment and features an almost exclusively female cast.



Elliot Norton

7:00 ELLIOT NORTON REVIEWS

The dean of American theater critics talks with many of the top names in international theater in this fascinating and argumentative series.

- May 1 Alfred Hitchcock
- May 8 Siobahn McKenna
- May 15 Harold Klurman
- May 22 Spiro Malas
- May 29 Rex Harrison



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wednesday

7:30 HOLLYWOOD TELEVISION THEATER

May 29 Style of the Blind Pig

9:00 EARTHKEEPING

Man, his environment, and his future are the subjects of this series on ecological concerns.

May 1 Sodbusters

May 8 Megapolis

May 15 City Life

May 22 Help Yourself

May 29 Wheelies

9:30 INSIGHT

The need for faith in the modern world is presented in these highly acclaimed productions, produced by the Paulist Fathers.

10:00 MAGGIE AND THE BEAUTIFUL MACHINE

See Wednesdays at 6 p.m. for details.

10:30 COURSE OF OUR TIMES

"Events are not just happenings; they're consequences." Dr. Abram Sachar of Brandeis University, leads the way through the events of the 20th century.

May 1 Attlee's Britain

May 8 France and the Fourth Republic

May 15 Post War Russia Under Stalin

May 22 Israel and the Arab World

May 29 China Goes Communist

11:00 ST. LOUIS SINGS

May 1 Jennings Senior High Choir

May 8 Eureka High Concert Choir

May 15 Mehlville Concert Choir

May 22 University of Mo.-Rolla Choir

May 29 Lindbergh High Acapella Choir

April 9 - May 5

CATCH ME IF YOU CAN

A man's wife disappears. The ensuing events make for a very funny comedy/mystery situation.

CURTAIN UP DINNER THEATRE

One Ballwin Plaza Ballwin, Missouri 63011
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May 7 - June 2

BOEING—BOEING

The antics of a trans-world pilot trying to keep a girl in each "port" . . . The port is Paris and all is fine until all the stewardesses converge on our hero at one time.

Call 391-9000 for reservations

thursday

3:30 MAKING THINGS GROW

Horticulturist Thalassa Cruso demonstrates correct care of house plants.

May 2 Gesneriads

May 9 Horticultural Presents

May 16 The Succulents

May 23 Holiday Decorations

May 30 Questions and Answers

4:00 MISTER ROGERS' NEIGHBORHOOD

Fred Rogers makes children feel like very special people and encourages them to learn.

4:30 THE ELECTRIC COMPANY

Local telecasts are underwritten by the *Fredericktown Democrat-News*.

5:00 SESAME STREET

Local telecasts are underwritten by the *Lead Belt News*.

6:00 COURSE OF OUR TIMES

"Events are not just happenings; they're consequences," says Dr. Abram Sachar, the Chancellor of Brandeis University, who leads viewers through the tangled events of the twentieth century, step by step, showing how intricately each step is linked. The series is based on a famous course taught at Brandeis.

May 2 Israel and the Arab World

May 9 China Goes Communist

May 16 Degasper's Italy

May 23 Japan After World War II

May 30 Nehru's India

6:30 WHO DEALT?

St. Louisan Ruth Garvey teaches bridge.

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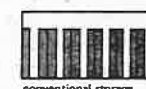
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thursday

7:00 THE ADVOCATES/BEHIND THE LINES

Local telecasts are underwritten by the *Alton Telegraph*.

7:00 JOYCE CHEN'S CHINA

May 30 Joyce Chen visits her homeland.

8:00 WAR AND PEACE

This serialized dramatization of Leo Tolstoy's classic novel centers around the invasion of Russia by Napoleon's army and the Russian resistance to the French.

9:30 INVESTING IN THE STOCK MARKET

Local telecasts are underwritten by the Forest Park Hotel.

May 9 Factors Affecting a Stock's Price

9:30 COLLECTOR'S CORNER Debut

Joseph Macewicz, associate editor of *Gun Week* magazine, hosts a series on gun collecting.

May 16 Pepperboxes

May 23 High Art Arms

May 30 Curiosa

10:00 LILIAS, YOGA AND YOU

May 2 Spotting Tension

May 9 Head Stand

May 16 Letters

May 23 Review

May 30 Warmups

11:00 ST. LOUIS SINGS

May 2 Kirkwood Senior High Choir

May 9 University City Concert Choir

May 16 Parkway West Boys Choir

May 23 Parkway North Senior Concert Choir

May 30 Mehlville Concert Choir

focus

WAR AND PEACE Thursdays at 8 p.m.

Where do you go to rent an army? That is just one of the problems David Conroy encountered during the filming of "War and Peace." Executive Producer Conroy had to find at least 1000 men to play the roles of both the Russian and French armies. Conroy first went to the Hungarian government and discovered they would gladly rent their army for \$6 per-day per-man. But good producers are always good shoppers, and Conroy decided to continue his search and



soon found that the Yugoslavian army could be leased for slightly less in cost, so he contracted the Yugoslavs. However Conroy's problems were just beginning, just two weeks before production was scheduled to start, the Yugoslavian army was put on military alert because of the fear of a possible Russian invasion. Once again with no army, and with very little time left, Conroy searched frantically. He finally settled on the Yugoslavian "Territorial" army, a collection of old men and very young boys. Finally Conroy thought, he was ready to film. But on the first day of filming the "actor" army, fed up with 105 degree temperature and a lack of water, decided to mutiny and walked out. Having had enough, "General" Conroy went into a rage and began firing rifle shots into the air . . . they came back very quickly, and with Conroy's promise of more water the filming was completed.

friday

3:30 SEWING SKILLS: TAILORING

May 3 Marking and Cutting the Lining

May 10 Attaching Underlinings and Stay Stitching

May 17 Buttonhole Preparation

May 24 Making Bound Buttonholes

May 31 Darts and Curved Seams

4:00 MISTER ROGERS' NEIGHBORHOOD

4:30 THE ELECTRIC COMPANY

5:00 SESAME STREET

6:00 AVIATION WEATHER

Local telecasts are underwritten by Weiss Airport Flight Training Center.

6:30 WALL STREET WEEK

Louis Rukeyser and guests examine market activity. Local telecasts are underwritten by the Forest Park Hotel.

May 3 Utility Stocks: Power for the People

May 10 Bear Facts

May 17 To Be Announced

May 24 To Be Announced

May 31 To Be Announced



Correspondents from "Washington Week in Review"

7:00 WASHINGTON WEEK IN REVIEW

Veteran Washington correspondents comment on the major news stories of the week. Local telecasts are underwritten by the Forest Park Hotel.

Muhammad Ali likes a good fight. Even if he's not in it.



"I watch one hour of television a week. The Advocates. The PBS Fight of the Week."

The Advocates The PBS Fight of the Week

7p.m. Thursdays on Channel 9

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friday



Joyce Chen

7:30 JOYCE CHEN COOKS

Joyce Chen prepares Chinese recipes adaptable to American kitchens.

- May 3 Rice and Tea
- May 10 Sweet and Sour
- May 17 Chinese Soups
- May 24 Barbecued Spareribs
- May 31 Won Ton

8:00 GRAND MASTER CHESS

The international chess masters — their personalities and techniques — are examined by George Koltanowski, a chess master and nationally syndicated columnist.

- May 3 Yugoslav I
- May 10 Yugoslav II
- May 17 Varia II
- May 24 U.S. Champions I
- May 31 U.S. Champions II

8:30 OUR STREET

A fictional black family, the Robinsons, is embroiled in the realities of life in the inner city.

- May 3 The Political Candidate
- May 10 Night of the Intruder, Part I
- May 17 Night of the Intruder, Part II
- May 24 Books and Covers
- May 31 Departure

9:00 ERICA

Erica Wilson teaches the art of crewel embroidery.

- May 3 Chains
- May 10 Designing Needlepoint
- May 17 Just Ties
- May 24 Thinking Bigger
- May 31 Designs from China



Theonie

9:15 THEONIE

Theonie Mark cooks Greek recipes in this series.

- May 3 Tarama and Tahi (Appetizers)
- May 10 Youvetsi (Lamb with Orzo)
- May 17 Hilopittas (Noodles)
- May 24 Dolmathes (Stuffed Grape Leaves)
- May 31 Stiffato

friday

9:30 GROUP THERAPY WITH DR. IRENE KASSORLA

Dr. Irene Kassorla, one of the leading authorities on treating autism and schizophrenia, discusses the problems of modern adult life with her patients.

10:00 KNOW YOUR ANTIQUES

Ralph and Terry Kovel explore the fascinating world of antiques. Local telecasts are underwritten by the *Warrenton Banner*.

- May 3 Clockwork Toys
- May 10 Gramaphones and Phonographs
- May 17 Early American Tools
- May 24 Treasure Hunter
- May 31 Buying Antiques

10:30 DESIGNING WOMEN

Anne Darlington discusses fashions, sewing techniques and dollar stretching tips for the home seamstress. Fabric selection, form, color and line are discussed.

- May 3 Tailoring III: Making a Simple Suit
- May 10 Tailoring IV: Finishing the Simple Suit
- May 17 The Put-Together Look
- May 24 The Sportswear Special
- May 31 Fashions for Far Away: Travel Wardrobes

11:00 ST. LOUIS SINGS

- May 3 Pattonville Choir
- May 10 Ladue High School Choir
- May 17 Normandy Nonet Choir
- May 24 Kirkwood Acapella Choir
- May 31 Brentwood Concert Choir



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ZOOM



6pm
Sundays



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saturday

Local telecasts of *The Letter People*, *Magic Teapot*, *Mister Rogers' Neighborhood*, *Hodgepodge Lodge* and *The Electric Company* are underwritten by Union Electric.

8:00 SESAME STREET



The Snuffle-Upagus and Big Bird



Mr. B, Miss A and Mr. T form the word BAT

9:00 THE LETTER PEOPLE

Lively puppets introduce youngsters to reading in this KETC-TV pilot series. Based on the Alpha One reading program, the series includes songs and musical-comedy skits.



Jane Jenkins delights children with stories and songs

9:15 MAGIC TEAPOT

Jane Jenkins introduces to young children the exciting world of classic literature.

9:30 MISTER ROGERS' NEIGHBORHOOD

10:00 SESAME STREET

11:00 HODGEPODGE LODGE

A child's natural interest in animals and the world around him is used as an avenue toward learning about social responsibility.

11:30 SESAME STREET

Local telecasts are underwritten by the Tuesday Children's Corner of the *St. Louis Post-Dispatch*.

12:30 THE ELECTRIC COMPANY

1:00 ZOOM

The eyes have it...

Mondays at 9 p.m. beginning May 6

Most of us never stop to analyze how we read, and maybe we should, for there are many easily learned techniques that could help you read more quickly and with more comprehension. These techniques are outlined in a new fourteen-part series *The Eyes Have It*, recently produced by Channel 9.

The instructor for the series is Jeanette Appel (above), a teacher at Hanley Junior High in University City, who has taught reading skills for a number of years. Basic to her reading improvement system is motivation — you must have a strong desire to increase your skill if you plan on making rapid progress.

The reading techniques discussed in the series involve no reading machines or aids of this type. The emphasis is on the simple techniques that can be learned easily by anyone without



special devices. Included are eye exercises, study habits, vocabulary building, and prereading, which involves the use of the table of contents, index and foreword as preparation for a reading session. And the tips can be utilized in all types of reading — from newspapers to novels.

Program Titles:

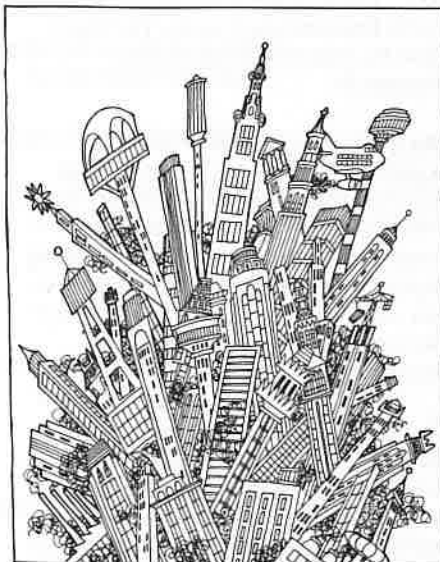
1. Overview
2. Introduction
3. Common Problems
4. 1, 2, 3
5. Phrase Reading
6. Indenting: Eyeswing
7. Columnar Reading
8. Summarizing
9. Prereading
10. Skipping and Skimming
11. Application and Practice
12. Different Techniques/Different Materials
13. Questions
14. Now What?

COMING ATTRACTIONS

Monday Night Specials

WHO BUILT THIS PLACE? May 27, 8pm

A 30-minute award winning comedy film about the politics of landmark architecture airs over Channel 9 on Monday, May 27 at 8 p.m. The program focuses on the design process in architecture and urban planning. Shot on location in San Francisco, Boston, Atlanta and Dallas, the show uses a montage of animation, historical photographs and newsfilm from several different sources set to an original score of ragtime music. Through lively, irreverent and provocative humor, the program shows how "landmarks" really get built. **Who Built This Place?** received an award in the first architectural film festival jointly sponsored by the Columbia School of Architecture and Columbia Film School last spring, and was cited for achievements in filmmaking at the Sixth Annual Atlanta International Film Festival. Helena Humann serves as the ragtime pianist and commentator of the program.



THE PLACE FOR NO STORY May 20, 7pm

An unusual aerial view of California, from Mt. Shasta in the north to Los Angeles, is a cinematic portrait of the varied coastline and topography of "The Golden State." It is also an ecological documentary that tells much about man's attitudes and relationship to his environment. The beauty of the redwood forests and rugged coastline is offset by the shoreline developments, logging operations and oil drilling. Pastoral scenes of the vast central area are contrasted with bustling urban centers. The film, shot entirely from helicopters and aircraft, received rave reviews from many of the west coast newspaper columnists. Dwight Newton, **SAN FRANCISCO EXAMINER**, called the one-hour special "the best, most exciting, enthralling, nerve-rattling, beautiful, scary and swiftly-paced photographic treatment of California I have ever seen". **The Place For No Story** ends with a close-up of the once proliferous, now rapidly diminishing California State flower, the poppy.

ALVIN AILEY: Memories and Visions May 6, 7pm

"The major influences in my works are my black roots . . . "blood" memories of my Texas childhood . . . the honky tonks, the field, relatives and friends, the men, the women, the Gospel Church, the blues . . . and a very strong desire to express myself," explains Alvin Ailey the subject of a PBS **Soul!** Special which features excerpts, performed by members of The City Center Dance Theater, from

Ailey's major works which vividly portray the varied influences in his life. Ailey, a world famous choreographer, is the founder of The City Center Dance Theater. The works performed on the show range from dancers choreographed to modern blues in "Blues Suite," to the classical music of Ralph Vaughan Williams in "Lark Ascending." The show opens with "Blues Ballet," the first ballet Ailey created. Two love duets, taken from "Hidden Rites," are performed for the first time ever on television. Other ballets performed include: "Mary Lou's Mass," "Cry," "A Song for You," and as a finale, Ailey introduced his classic, "Revelations," described by one critic as ". . . the troupe's greatest success, a celebration of faith . . . the appeal of 'Revelations' is universal." The entire production was filmed in New York by WNET-TV.



Judith Jamison, principal dancer with the Alvin Ailey City Center Dance Theater.

ABC Afterschool Special. "The Crazy Comedy Concert". Channel 2. 4 p.m. Wednesday, May 1. Through live action and animation, the program shows the visual world of music. Tim Conway and Ruth Buzzi star.

Flight of the Incredible Snow Goose. Channel 4. 7 p.m. Monday, May 6. Glen Campbell narrates a study of the migration habits of this Canadian bird.

ABC Afternoon Playbreak. Channel 2. 12:30 p.m. Wednesday, May 8.

ABC Afterschool Special. Channel 2. 4 p.m. Wednesday, May 15.

National Geographic Special. "The Bushmen of Kalahari". Channel 2. 7 p.m. Friday, May 17.

Jane Goodall and the World of Animal Behavior. "The Baboons of Gombe". Channel 2. 7 p.m. Wednesday, May 22. Hal Holbrook narrates this series which explores the behavior of this ferocious **but highly intelligent ape in its untamed African habitat.**

In the Heat of the Night. Channel 5. 8 p.m. Saturday, May 25. Sidney Poitier and Rod Steiger star in the story of a small town murder amid bigotry and racial prejudice. The picture won five Academy awards including best picture.



26th Annual Emmy Awards. Channel 5. 8 p.m. Tuesday, May 28. Awards for the best television shows of the year are presented.

ABC Afterschool Special. Channel 2.
4 p.m. Wednesday, May 29.

ABC News Close-Up. "Culture Thieves".
Channel 2. 7 p.m. Thursday, May 30. *Sidney Poitier*

Proud. Channel 11. 9:30 p.m. Tuesday, May 28. This black perspective featuring black leaders, artists and celebrities is co-hosted by Ernie McMillan and Brenda Williams.

Financial Observer. Channel 30. 9:30 a.m. Monday through Fridays. Host Lee Coffee presents continuous business and financial news.

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Fred Rogers teaches children confidence and trust in public television's longest running children's series.

HODGEPODGE LODGE Sundays at 4 p.m., beginning May 19 and Fridays at 6 p.m., beginning May 24

A child's natural interest in animals and the world around him is used as an avenue toward learning about social responsibilities.

ZOOM Sundays at 6 p.m.

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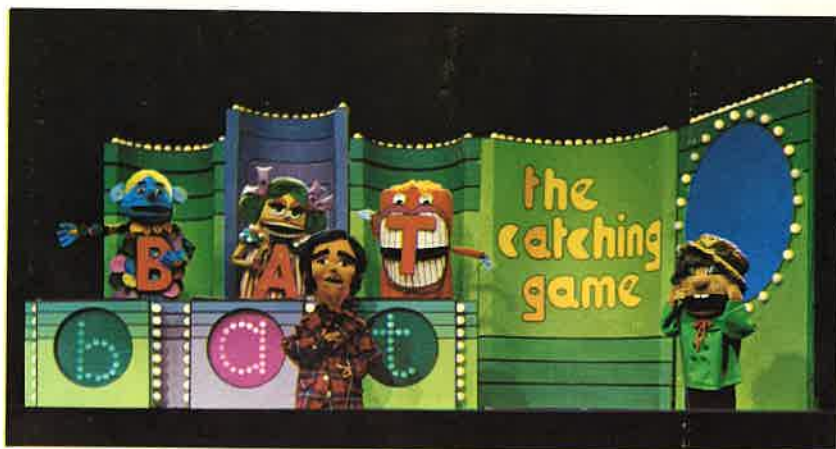




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**The Letter People join Monty Swell and a
contestant for "The Catching Game."**

Saturday telecasts of **The Letter People** are underwritten by **Union**
Union Electric.